

BUSINESS DEVELOPMENT PLAN: WORKSHOP ON UD. RELA MOTOR IN MOJOKERTO

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ABSTRACT

The purpose of this research is to examine the feasibility of workshop business plan to support workshop business development that will be established. So, this research will be used to assist in decision making of the company. This study uses descriptive qualitative method. The acquisition of data is obtained by the interview method that involves five respondents. The result of this study indicates that the business is feasible to run because the aspect discussed regarding the feasibility study shows that the workshop business has a good chance if established with investment return shortly.

Key word: feasibility study, business plan, business development workshop.

INTRODUCTION

Today as you know, the world faces an era of globalization. Every individual on earth has developed over time to become more modern and open-minded. In addition, individual communities are also evolving to seek every things to save their time. This is especially happens in Indonesia. In Indonesia, the society would also experiencing rapid development. In addition they become more modern, of course, they also have the development of lifestyle. Indonesian society, in addition to their practical please lifestyles also tend to be consumptive, especially in terms of ownership of the transportation they use. Moreover, most of Indonesian society enjoys a lifestyle that is up to date so that they tend to be more consumptive and enjoys new things. In Indonesia, each family usually has more than one vecycle. Whether it's a motorcycle or a car. It is evident from the increasing number of vehicles in Indonesia, can be seen in the table below: